



LYNDON JULIUS

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GROUP DIGITAL MARKETER

**FREELANCE
HIGHER EDUCATION AND
SPORTS WRITER**

RECOGNITIONS

CITY OF CAPE TOWN AWARD
Sports Journalism

MEDIA24 AWARD
2022 Digital Innovator Of The Year

PROFILE

I am a driven, yet balanced individual focused on growing in all areas of life. I work smart but am fully aware that working smart does not always replace hard work - something which I am well accustomed to. I am comfortable working on my own and am an efficient role player within a team. Along with my optimism and cheerful nature I can offer your organisation work experience in Administration, Public Relations, Marketing, and Strategic Communications, with a strong love for writing and extensive experience. In addition to this, my experience comes with meticulous planning and organisational skills.

EDUCATIONAL HISTORY

ONGOING EDUCATION

SEO and keyword optimisation
Social Media Marketing

2012

UNISA

BSc Life Sciences Botany and Microbiology

2004 - 2007

STELLENBOSCH UNIVERSITY

BSc Life Sciences, Botany and Microbiology

BRANDS I AM WRITING FOR

University of Cape Town
Sol Plaatje University
Stellenbosch University
University of the Western Cape

PUBLICATIONS I HAVE BEEN PUBLISHED IN

BokSquad website	Helderberg Gazette
Cape Argus	Matieland
Cape Times	TygerBurger
Die Son	
DistrictMail	

LINKS TO SOME PREVIOUS WORK

EMPLOYMENT HISTORY

JULY 2019 TO PRESENT

GROUP DIGITAL AND CONTENT MARKETER

- Assist the entire sales team in generating diverse income
- Championing marketing events and trade exchanges with clients,
- Compile and deliver accurate monthly digital reports for all Media24 local newspaper publications.
- Generate copy and scripts for voice-over artists for all marketing events, both internal (own) and external partners.
- Generate fresh and engaging copy for the digital and print advertising campaigns
- Generating new business by targeting and/or identifying new advertisers
- Generating new marketing opportunities
- Grow Media24 local newspaper publications' social media following
- Grow the Media24 local newspaper publications' engagement on social media
- Liaise with third-party content creators on the best angle to execute the most engaging content, i.e. video, copy for social, etc.
- Submit and generate press releases for campaigns that are done in conjunction with client events



LYNDON JULIUS

SKILLSET

Advanced Microsoft Office
Event Co-ordination
Media management
Public relations
Public speaking
SharePoint Online proficient
Social media management
Sound administration skills
Writing
Wordpress, CMS
Canva (Video and static)

INTERESTS

Club Rugby
Golf
Local travel
Reading
Theatre

SOME BRANDS I HAVE WORKED WITH

FMCG

Durbanville Hills Fish Eagle
Fleur du Cap Flying Fish Klipdrift
Nederburg Olof Bergh Richelieu

HIGHER EDUCATION

Stellenbosch University
University of Cape Town
University of Western

SPORTS

Varsity Cup Varsity Sports
Sanlam Cape Town Marathon
Sanlam Boland Top 12

- Supportive role in helping sales-force with challenges that their clients are facing
- Visit clients with sales representatives, identify their needs and generate fresh ideas to boost their sales and the media posts, and accompanying artwork.

AUGUST 2017 TO JUNE 2019

GENERAL MANAGER AT WESTERN CAPE PROVINCIAL SPORTS CONFEDERATION (WCPSC)

- Liaising with the WCPSC Secretary on administrative matters
- Report to the treasurer on financial matters as required
- This position deals with highly sensitive information; hence confidentiality of all information is of paramount importance
- In liaison with the President/Vice President compile agendas of all meetings
- Attend all Exco & Manco and general meetings and take accurate and detailed minutes
- Accurate record-keeping; actioning and filing of all decisions taken
- Compile and maintain a complete database of all sporting bodies and relevant service providers
- Report writing, reconciling reports from various sources, projects, etc
- Calendar management of events and reconciliation thereof
- Maintenance of WCPSC's policies, rules, and regulations and constitution
- Staying abreast with the selection criteria in line with SASCOG and National and Provincial Federation Bodies
- HR management of 800 coaches
- Planning and arrangements of commissions – all events
- General logistics pertaining to team travel and management thereof
- Continuous liaisons with commissions, affiliates and other sporting bodies
- Federation content and contact for media and TV purposes
- Monitoring of all MOU and project budgets and implementation as well as monitoring of operational expenses and monthly budgets

JULY 2016 TO AUGUST 2017

PUBLIC RELATIONS OFFICER AT ASEM ENGAGE

- Media liaison
- Press release and multi-media content creation
- Media liaison, including dissemination of release, match reports, and multi-media content
- Content creation, including press release writing, multi-media content creation, and social media management
- Analysing media coverage – monitoring, building, and maintaining relationships with both local and national media and following up with members of the media to track and ensure client placement
- Maintaining and nurturing excellent relations with all media
- Research & identify top influencers, competitors, and trends in clients' industries using best practice

DECEMBER 2014 - FEBRUARY 2016

PROJECT CONTROLLER AND MARKETING SUPPORT AT DISTELL LTD

AUGUST 2012 - NOVEMBER 2014

PACKAGING ANALYST AT DISTELL LTD

REFER TO LINKEDIN PROFILE FOR PREVIOUS POSITIONS HELD

REFERENCES: AVAILABLE ON REQUEST